Alt Order #

146

INVOICE



WPBF 3970 RCA Boulevard **Suite 7007** Palm Beach Gardens, FL 33410 Main: (561)694-2525 Billing: (407)389-7661

Invoice Date Invoice Month Invoice Period Invoice # 08/27/12 - 09/03/12 939513-2 09/09/12 September 2012

Account Executive Sales Office Sales Region <u>Station</u> HRP - Los Ange National **WPBF** Izzy Rostovsky

www.thewpbfchannel.com

Billing Address:

Advertiser **Product** Estimate Number #365 FRNDS/P MURPHY 365 Patrick Murphy/D/CCongres

Flight Dates

Fortune Media & Counseling Attention: Accounts Payable 527 Avenue B Redondo Beach, CA 90277

939513 06259586 08/21/12 - 09/03/12 Deal# Billing Calendar Billing Type **Broadcast** Cash

Order #

Special Handling

IDB# Advertiser Code Product Code

33

Agency Ref Advertiser Ref

Send Payment To: **WPBF** PO Box 26885 Lehigh Valley, PA 18002-6885

> Class of Time - Fixed Non Pre-emptible Start Date

> > 08/21/12

Weeks:

End Date

08/27/12

MTWTFSS

MTWTF--

Spots/ Start/End Time Length Week Rate Type Line Start Date **End Date** Description **MTWTFSS** THE CHEW 1P-2P -TWTF--:30 \$225.00 NM 1 08/21/12 08/31/12 Class of Time - Pre-emptible with notice **MTWTFSS** Spots/Week Start Date End Date Rate Weeks: -TWTF--\$225.00 09/02/12 08/27/12 Air Time Description Start/End Time Length Ad-ID Rate Type Spots: # Ch Day Air Date 1P-2P :30 PM12-106H \$225.00 NM 2 WPBF Tu 08/28/12 12:59 PM THE CHEW MTWTF--:30 \$275.00 NM 2 08/21/12 09/03/12 10-11a Anderson Cooper 10-11a Class of Time - Pre-emptible with notice Spots/Week Weeks: Start Date **End Date MTWTFSS** Rate \$275.00 08/21/12 08/27/12 MTWTF--Start/End Time Rate Type Length Ad-ID Spots: # Ch Day Air Date Air Time Description :30 PM12-106H \$275.00 NM 10-11a 1 WPBF M 08/27/12 10:22 AM 10-11a Anderson Cooper **End Date MTWTFSS** Start Date Spots/Week Rate Weeks: 08/28/12 09/03/12 MTWTF--\$275.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type :30 PM12-106H 6 WPBF W \$275.00 NM 08/29/12 10:51 AM 10-11a Anderson Cooper 10-11a :30 PM12-106H \$275.00 NM 4 WPBF Th 08/30/12 10:20 AM 10-11a Anderson Cooper 10-11a 10:35 AM 10-11a Anderson Cooper :30 PM12-105H 10-11a \$275.00 NM 5 WPBF F 08/31/12 09/03/12 ACCESS HOLLYWOOD 106x-136x MTWTF--:30 3 \$20.00 NM Class of Time - Pre-emptible with notice Start Date **End Date MTWTFSS** Spots/Week Weeks: Rate 08/28/12 09/03/12 MTWTF--\$20.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPBF W 08/29/12 1:31 AM ACCESS HOLLYWOOD 106x-136x :30 PM12-106H \$20.00 NM 4 WPBF F 08/31/12 1:32 AM ACCESS HOLLYWOOD 106x-136x :30 PM12-106H \$20.00 NM :30 PM12-106H \$20.00 NM 5 WPBF M 09/03/12 1:24 AM ACCESS HOLLYWOOD 106x-136x 09/03/12 11:35-12:05AM MTWTF--:30 \$475.00 NM 4 08/21/12 Nightline Class of Time - Fixed Non Pre-emptible **End Date MTWTFSS** Weeks: Start Date Spots/Week Rate 08/28/12 09/03/12 MTWTF--\$475.00 Rate Type Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID 08/29/12 11:35-12:05AM :30 PM12-106H \$475.00 NM 2 WPBF W 12:09 AM Nightline LR- Network Program Runover 09/03/12 11A-12PM MTWTF--:30 \$750.00 5 08/21/12 The View 3 NM

This invoice is subject to Heerst Television's Terms end Conditions which can be reviewed on our company website at www.heersttelevision.com/for_edvertisers

Spots/Week

Rate

\$750.00



Send Payment To: **WPBF** PO Box 26885 Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
93 9513-2	09/09/12	September 2012	08/27/12 - 09/03/12

Advertiser	Product	Estimate Number
Patrick Murphy/D/CCongre	#365 FRNDS/P MURPHY	365

www.ti	newpbfchannel.	com					Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
5	08/21/12 Class of Tin	09/03/12 ne - Fixed No	The View	11A-12PM	MTWTF	:30	3	\$750.00	NM	
	Spots: # Ch			cription	Start/End Time		h <u>Ad-ID</u>			Rate Type
			27/12 11:00 AM The		11A-12PM	:3	0 РМ12-106Н			\$750.00 NM
	Weeks:	Start Date 08/28/12	End Date MTWTFSS 09/03/12 MTWTF		<u>Rate</u> \$750.00					
	Spots: # Ch				Start/End Time	Lengt	h Ad-ID			Rate Type
			30/12 11:34 AM The		11A-12PM	:3	0 PM12-106H			\$750.00 NM
	5 WF	PBFF 08	31/12 11:32 AM The	View	11A-12PM	:3	0 РМ12-106Н			\$750.00 NM
6	08/21/12 Class of Tir	09/03/12 ne - Pre-emp	Jimmy Kimmel otible with notice	12:06-01:06AM	MTWTF	:30	3	\$75.00	NM	
	Weeks:	Start Date 08/21/12	End Date MTWTFS: 08/27/12 MTWTF-		<u>Rate</u> \$75.00					
	Spots: # Ch				Start/End Time	Lengt	th Ad-ID			Rate Type
	. –		/27/12 12:51 AM Jim		12:06-01:06AM		O PM12-106H			\$75.00 NM
	Weeks:	Start Date 08/28/12		Spots/Week	<u>Rate</u> \$75.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
			/30/12 1:04 AM Jim	•	12:06-01:06AM		0 PM12-105H			\$75.00 NM
			/31/12 12:46 AM Jim	•	12:06-01:06AM		0 PM12-105H			\$75.00 NM
	6 WF	PBFM 09	/03/12 1:01 AM Jim	my Kimmel	12:06-01:06AM	:3	0 РМ12-105Н			\$75.00 NM
7	7 08/21/12 Class of Tir	09/03/12 ne - Fixed N	1230-1P Access Ho on Pre-emptible	llywoc1230-1p	MTWTF	:30	2	\$275.00	NM 	
	Weeks:	Start Date 08/21/12	End Date MTWTFS: 08/27/12 MTWTF-		<u>Rate</u> \$275.00					40-
	Spots: # Ch		/27/12 123	cription 0-1P Access Hollywood	Start/End Time 1230-1p		th <u>Ad-ID</u> 90			<u>Rate Type</u> \$275.00 NM
	5 WF		/29/12 12:38 PM 123	0-1P Access Hollywood	1230-1p	:3	30 PM12-106H			\$275.00 NM
	Weeks:	Start Date 08/28/12	End Date MTWTFS: 09/03/12 MTWTF-		<u>Rate</u> \$275.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
				0-1P Access Hollywood	1230-1p		30 PM12-106H			\$275.00 NM
	3 WI	PBF Th 08	/30/12 12:42 PM 123	0-1P Access Hollywood	1230-1p	:3	30 PM12-105H			\$275.00 NM
8	3 08/21/12 Class of Tir	09/03/12 ne - Fixed N	on Pre-emptible	Noon 12pm-1230pm	MTWTF	:30	2	\$325.00	NM	
	Weeks:	Start Date 08/28/12	End Date MTWTFS: 09/03/12 MTWTF-		<u>Rate</u> \$325.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
				BF News 25 @ Noon	12pm-1230pm		30 PM12-106H			\$325.00 NM
	3 W	PBFM 09	/03/12 12:24 PM WP	BF News 25 @ Noon	12pm-1230pm	:3	30 PM12-105H			\$325.00 NM
9	08/21/12 Class of Tir	09/03/12 ne - Pre-emj	Dr. Oz otible with notice	4-5p	MTWTF	:30	3	\$525.00	NM	
	Weeks:	Start Date 08/28/12	End Date MTWTFS: 09/03/12 MTWTF-		<u>Rate</u> \$525.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
			/31/12 4:42 PM Dr.		4-5p		30 PM12-106H			\$525.00 NM
	5 WF	PBF M 09.	/03/12 4:29 PM Dr.	Oz	4-5p	:3	30 PM12-106H			\$525.00 NN
10	08/21/12 Class of Tir	08/27/12 ne - Pre-em	WPBF News 25 @ stible with notice	5am 5-530am	MTWTF	:30	1	\$175.00	NM	
	Weeks:	Start Date 08/21/12	End Date MTWTFS: 08/27/12 MTWTF-		<u>Rate</u> \$175.00		•			
	Spots: # Ch 1 WF			<u>cription</u> BF News 25 @ 5am	Start/End Time 5-530am	_	th <u>Ad-ID</u> 30 PM12-106H			<u>Rate</u> <u>Type</u> \$175.00 NM



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Advertiser	Product	Estimate Number
Patrick Murphy/D/CCongre	#365 FRNDS/P MURPHY	365

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	l.com					Spots/			
ine Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
10 08/21/12	08/27/12 me - Pre-em	WPBF News 25 @ 5an	n 5-530am	MTWTF	:30	1	\$175.00	NM	
11 08/21/12 Class of T	09/03/12 ime - Pre-em	M-F 5pm News ptible with notice	5-6pm	MTWTF	:30	2	\$475.00	NM	
Weeks:	Start Date 08/28/12	09/03/12 MTWTF	Spots/Week 2	<u>Rate</u> \$475.00					
Spots: # C				Start/End Time		n <u>Ad-ID</u> 0 pm12-106			Rate Type
	•	3/28/12 5:24 PM M-F 5p 3/03/12 5:29 PM M-F 5p		5-6pm 5-6pm) PM12-106) PM12-106			\$475.00 NM \$475.00 NM
12 08/21/12	09/03/12	WPBF News 25 @ 6:0	V	MTWTF	:30	1	\$625.00	NM	V
Class of T Weeks:	ime - Pre-em Start Date	ptible with notice End Date MTWTFSS	Spots/Week	Rate				· · ·	
	08/28/12	09/03/12 MTWTF	1	\$625.00					D-4
Spots: # C 2 W			otion News 25 @ 6:00PM	Start/End Time 6-6:30PM		<u>h Ad-ID</u> 0 рм12-106	Н		Rate Type \$625.00 NM
13 08/21/12	09/03/12	Wheel Of Fortune	7-7:30PM	MTWTF	:30	2	\$1,500.00	NM	
Weeks:	Start Date 08/21/12	·	Spots/Week 2	Rate \$1,500.00					
Spots: # C				Start/End Time		h Ad-ID			Rate Type
2 W Weeks:	PBF M 08 Start Date	3/27/12 7:18 PM Wheel End Date <u>MTWTFSS</u>	Of Fortune Spots/Week	7-7:30P M <u>Rate</u>	:3	0 PM12-106	Н		\$1,500.00 NM
VVCCN3.	08/28/12	09/03/12 MTWTF	2	\$1,500.00					
Spots: # C				Start/End Time		h Ad-ID			Rate Type
		3/29/12 7:07 PM Wheel 3/30/12 7:13 PM Wheel		7-7:30PM 7-7:30PM		0 рм12-106 0 рм12-106			\$1,500.00 NM
				7-7.30FW	.3				\$1,500.00 NM
		Good Morning America lon Pre-emptible		MTWTF	:30	2	\$475.00	NM	
Weeks:	Start Date 08/21/12	End Date MTWTFSS 08/27/12 MTWTF	Spots/Week 2	<u>Rate</u> \$475.00					
Spots: # C				Start/End Time		h Ad-ID			Rate Type
1 W Weeks:	PBF M 08 Start Date		Morning America Spots/Week	7-9AM Rate	:3	0 рм12-106	Н		\$475.00 NM
WCGRS.	08/28/12	09/03/12 MTWTF	<u> </u>	\$475.00					
Spots: # C				Start/End Time		h <u>Ad-ID</u>			Rate Type
_			Morning America	7-9AM		0 PM12-106			\$475.00 NM
4 W	PBF Th 08	3/30/12 7:50 AM Good I	Morning America	7-9AM	:3	0 PM12-106	H		\$475.00 NM
15 08/21/12 Class of T	09/03/12 ime - Fixed N	Jeopardy Ion Pre-emptible	7:30-8PM	MTWTF	:30	2	\$1,600.00	NM	
Weeks:	Start Date 08/28/12	End Date MTWTFSS 09/03/12 MTWTF	Spots/Week 2	<u>Rate</u> \$1,600.00					
Spots: # C				Start/End Time		h Ad-ID			Rate Type
		· ·	•			-	Н		\$1,600.00 NM
3 W	PBF M 09 See MG	•	ay	7:30-8PM	:0	O			\$1,600.00 NM
5 W		9/03/12 7:43 PM Jeopar 15.3 09/03	dy	7:30-8PM	:3	O PM12-106	Н		\$1,600.00 NM
16 08/21/12 Class of T	09/03/12 ime - Pre-em	Dr. Oz M-F 9-10a ptible with notice	9-10a	MTWTF	:30	2	\$275.00	NM	
Weeks:	Start Date 08/21/12		Spots/Week 2	Rate \$275.00					
	· · · -		_		Longs	P V4 ID			Rate Type
Spots: # C	h <u>Day Ai</u>	<u>r Date</u> <u>Air Time</u> <u>Descri</u>	otion	Start/End Time	Lengi	<u>h</u> <u>Ad-ID</u>			Itale Type
Spots: <u>#</u> C		3/27/12 9:29 AM Dr. Oz		9-10a Rate		0 PM12-106	н		\$275.00 NM
4 W 3 W 5 W 16 08/21/12 Class of T	PBF W 08	3/29/12 7:42 PM Jeopar 3/03/12 Jeopar 3/03/12 7:43 PM Jeopar 15.3 09/03 Dr. Oz M-F 9-10a 15.3 optible with notice End Date MTWTF-5 08/27/12 MTWTF	dy dy 9-10a <u>Spots/Week</u> 2	7:30-8PM 7:30-8PM 7:30-8PM MTWTF Rate \$275.00	:30	0 PM12-106 0 0 PM12-106 2	Н	NM	\$1,600.00 \$1,600.00 \$1,600.00



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Invoice #	Invoice Date	Invoice Month	Invoice Period
939513-2	09/09/12	September 2012	08/27/12 - 09/03/12

Advertiser	Product	Estimate Number
Patrick Murphy/D/CCongres	#365 FRNDS/P MURPHY	365

16	www.t	hewpbfchannel.	com					_			
16 08/21/12 O8/02/12 Dr. Oz M.F. 9-10a 9-10a MTNTFF- 30 2 \$275.00 NM		0	End Date	December	Charlend Time	Len TESS	Longth	Spots/	Poto	Tuno	
Class of Time - Pre-emptible with notice Statiffied Time Sta	Line	Start Date									
Spott: # Ch	16				a 9-10a	MTWTF	:30	2	\$275.00	NM	
17 08/31/12				·	Description	Start/End Time					
17 08/31/12 09/31/12 20/20 Prime Other								-			·
Weeks Start Date From Public with notice Start Date Start Da	<u> </u>	4 WF	PBFF 08	3/31/12 9:37 AM	Dr. Oz M-F 9-10a	9-10a		30 bw15-100H			\$275.00 NM
Spotist Ground Spotist Spoti	17					1	:30	1	\$2,000.00	NM	
Spots # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID 30 PM12-1064 \$2,000.00 NM		Weeks:			<u>FSS</u> <u>Spots/Week</u> 1 1						
18 08/25/12 09/01/12 Sat 6-7am News Sat 6-7am Sat 6-7a		Spots: # Ch	Day Air	r Date Air Time	<u>Description</u>	Start/End Time	Leng	th <u>Ad-ID</u>			Rate Type
Class of Time - Pre-emptible with notice Spots Weeks Start Date Empt Description Start/Fine Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Rate Type Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Spots # Ch Day Air Date Air Time Description Start/Fine Time Spots # Ch Day Air Date Air Time Description Start/Fine Time Spots # Ch Day Air Date Air Time Description Start/Fine Time Spots # Ch Day Air Date Air Time Description Start/Fine Time Spots # Ch Day Air Date Air Time Description Start/Fine Time Spots # Ch Day Air Date Air Time Description Start/Fine Time Spots # Ch Day Air Date Air Time Description Start/Fine Time Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Rate Type Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Rate Type Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Rate Type Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Rate Type Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Rate Type Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Rate Type Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Rate Type Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Rate Type Spots # Ch Day Air Date Air Time Description Start/Fine Length Ad-ID Rate Type Spots # Ch Day Air Date Air Time Description Spots # Ch Day Air Date Air Time Description Spots # Ch Day Air Date Air Time Description	L	1 WF	PBFF 08	/31/12 9:47 PM	20/20	Prime Other	:	30 PM12-106H			\$2,000.00 NM
Spots: £ Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: £ Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Spots: £ Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: £ Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: £ Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Spots: £ Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Air Date Air Time Description Spots: £ Ch Day Air Date Air	18				s Sat 6-7am	1-	:30	1	\$175.00	NM	
Spots: # Ch		Weeks:									
22 09/01/12		Spots: # Ch			Description	·	Leng	th Ad-ID			Rate Type
Class of Time - Pre-emptible with notice Start Date End Date MTMTESS Spots/Week Start/End Time Description Start/End Time Length Ad-ID Sato-No.		2 WF	PBFSa 09	/01/12 6:13 AM	Sat 6-7am News	Sat 6-7am	::	30 PM12-106H			\$175.00 NM
Spots: # Ch	22				Sat 7:30-8PM	1-	:30	1	\$500.00	NM	***************************************
2 WPBF Sa		Weeks:			4						
23 09/01/12		Spots: # Ch	Day Ai	r Date Air Time	<u>Description</u>	Start/End Time					Rate Type
Class of Time - Fixed Non Pre-emptible		2 WF	PBF Sa 09	/01/12 7:52 PM	Sat Jeopardy	Sat 7:30-8PM	::	30 PM12-105H	i		\$500.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	23				Sat 8-9am	1-	:30	1	\$375.00	NM	
Spots: # Ch		Weeks:									
24 08/26/12 09/02/12 Chris Matthews		Spots: # Ch			-	•	Leng	th Ad-ID			Rate Type
Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week Start/End Time Sun 10-10:30AM :30 PM12-105H S200.00 NM		1 WF	PBF Sa 09	/01/12 8:43 AM	Sat 8-9am News	Sat 8-9am	:	30 PM12-106H			\$375.00 NM
Spots: # Ch	24				Sun 10-10:30AM	1	:30	1	\$200.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID \$200.00 NM		Weeks:									
2 WPBF Su 09/02/12 10:26 AM Chris Matthews Sun 10-10:30AM :30 PM12-105H \$200.00 NM		Spots: # Ch					Leng	th Ad-ID			Rate Type
Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week Spots/We		. –									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate \$350.00	25		_		ite News 1135p-12am	1	:30	1	\$350.00	NM	
Spots: # Ch Day Air Date Air Time Description 2 WPBF Su 09/02/12 11:58 PM Sun 11:35pm Late News 1135p-12am :30 PM12-106H \$350.00 NM			Start Date	End Date MTWI						•	
2 WPBF Su 09/02/12 11:58 PM Sun 11:35pm Late News 1135p-12am :30 PM12-106H \$350.00 NM 26 08/26/12 09/02/12 Grey's Anatomy 12am-1am1 :30 1 \$50.00 NM Class of Time - Pre-emptible with notice Weeks: Start Date		Spots: # Ch		,		•	Lena	th Ad-ID			Rate Tyne
Class of Time - Pre-emptible with notice		-									
Weeks: Start Date 08/27/12 End Date 09/02/12 MTWTFSS1 Spots/Week 50.00 Rate 50.00 Spots: # Ch Day Air Date 2 WPBF Su 09/02/12 Air Time Description 2 WPBF Su 09/02/12 Start/End Time 12 MTWTFSS Anatomy Length Ad-ID 12 MTWTFSD ANATOMY Rate Type 12 MTWTFSD ANATOMY 28 09/02/12 09/02/12 O9/02/12 Sun 6-7am News Class of Time - Pre-emptible with notice Sun 6-7am OF ANATOM ANATOMY 1 Sun 12 MTWTFSD ANATOMY Spots/Week O9/02/12 Anatomy Rate Notice Weeks: Start Date 08/27/12 09/02/12 O9/02/12	26				12am-1am	1	:30	1	\$50.00	NM	
Spots: # Ch Day 2 WPBF Su Air Date 2 WPBF Su Air Time 12:48 AM Grey's Anatomy Start/End Time 12:48 AM Grey's Anatomy Length Ad-ID 13:30 PM12-106H Rate Type 15:00.00 NM 28 09/02/12			Start Date	End Date MTWT							
2 WPBF Su 09/02/12 12:48 AM Grey's Anatomy 12am-1am :30 PM12-106H \$50.00 NM 28 09/02/12 09/02/12 Sun 6-7am News Sun 6-7am Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week 08/27/12 09/02/121 1 \$100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type		Spots: # Ch				·	Leng	th Ad-ID			Rate Type
Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/27/12 09/02/12 1 1 \$100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type		2 WF	PBF Su 09	/02/12 12:48 AM	Grey's Anatomy	12am-1am	.:	30 PM12-106H			\$50.00 NM
08/27/12 09/02/12 1 1 \$100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	28				s Sun 6-7am	1	:30	1	\$100.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type		Weeks:			4						
		Spots: # Ch				•	Leng	th Ad-ID			Rate Type
		1 WF	PBF Su 09	/02/12 6:25 AM	Sun 6-7am News				W		



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<u>Advertiser</u>	Product	Estimate Number
Patrick Murphy/D/CCongres	#365 FRNDS/P MURPHY	365

www.t	hewpbfchannel.	com									
Line	Start Date	End Date	Description	on	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
	08/26/12	09/02/12	Sun 630p	m News	630-7pm	1	:30	1	\$325.00	NM	
	Class of Tir Weeks:	ne - Pre-em _l Start Date	ptible with no End Date	htice MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	08/27/12 Day Air	09/02/12 Date Air	1 Time Descri	1 otion	\$325.00 Start/End Time	Leng	h Ad-ID			Rate Type
	. –			39 PM Sun 63		630-7pm		O PM12-106	1		\$325.00 NM
31	08/26/12 Class of Tir	09/02/12 ne - Pre-emi	Sun ABC		7-8PM	1	:30	1	\$775.00	NM	
	Weeks:	Start Date 08/27/12		<u>MTWTFSS</u>	Spots/Week	Rate \$775.00					
	Spots: # Ch	Day Air	Date Air	Time Descri		Start/End Time		th Ad-ID			Rate Type
		PBF Su 09		42 PM Sun Al		7-8PM		30 PM12-106		Alba	\$775.00 NM
32	2 09/02/12 Class of Tir		Sun 8-9a ptible with no	tice	Sun 8-9am	1	:30	1	\$275.00	NM	
	Weeks:	Start Date 08/27/12	End Date 09/02/12	<u>MTWTFSS</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$275.00					
	Spots: # Ch	Day Air PBF Su 09		Time Descri		Start/End Time Sun 8-9am		th <u>Ad-ID</u> 30 PM12-106	4		<u>Rate Type</u> \$275.00 NM
34	08/30/12	08/30/12		C Prime B	9-10PM	1	:30	1	\$1,800.00	NM	VETO.00 1411
_			ptible with no End Date	otice MTWTFSS	Spots/Week	Rate			+ -,		
		08/27/12	09/02/12	1	1	\$1,800.00		u. A.J.ID			Data Tona
	Spots: # Ch 1 WF	Day Air PBF Th 08		<u>r Time</u> <u>Descri</u> 20 PM Thur A		Start/End Time 9-10PM		<u>th Ad-ID</u> 30 PM12-106	н		<u>Rate Type</u> \$1,800.00 NM
38	5 08/21/12 Class of Tir	09/03/12 ne - Pre-em	M-SUN V	VPBF News 2	5 (11-11:35PM	MTWTFSS	:30	2	\$800.00	NM	
	Weeks:	Start Date 08/28/12	End Date 09/03/12	MTWTFSS MTWTFSS	Spots/Week 2	<u>Rate</u> \$800.00					
	Spots: # Ch 3 WF	Day Air PBFW 08	<u>r Date</u> <u>Air</u> /29/12 11:	Time Descri		Start/End Time		th <u>Ad-ID</u> 30 PM12-106	н		<u>Rate Type</u> \$800.00 NM
	4 WF		work Progran /03/12 11:		I WPBF News 25 @	11PM11-11:35PM	::	30 PM12-106	н		\$800.00 NM
37	7 08/28/12 Class of Tir	08/28/12 ne - Pre-emi	Tues ABo	C Prime B	9-10PM	-1	:30	1	\$1,800.00	NM	
	Weeks:	Start Date 08/27/12	End Date 09/02/12	MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$1,800.00					· · · · · · · · · · · · · · · · · · ·
	Spots: <u>#</u> Ch 1 WF		Date Air	Time Descri	otion	Start/End Time 9-10PM		th <u>Ad-ID</u> 30 PM12-106	н		<u>Rate</u> <u>Type</u> \$1,800.00 NM
39	08/29/12 Class of Tir	08/29/12 ne - Pre-em	Wed ABO	C Prime B	9-10PM	1	:30	1	\$1,800.00	NM	
	Weeks:	Start Date 08/27/12	End Date 09/02/12	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$1,800.00					· · · · · · · · · · · · · · · · · · ·
	Spots: <u>#</u> Ch 1 WF	<u>Day</u> Air	Date Air	Time Descri	otion .	Start/End Time 9-10PM		th <u>Ad-ID</u> 30 pm12-106	н		<u>Rate Type</u> \$1,800.00 NM
40	09/01/12 Class of Tir	09/01/12 ne - Pre-emi	Sat 7pm ptible with no	News tice	7-730pm	1-	:30	1	\$325.00	NM	
	Weeks:	Start Date 08/27/12	End Date 09/02/12	MTWTFSS 1-	Spots/Week 1	Rate \$325.00					
	Spots: # Ch 1 WF		Date Air	Time Descri		Start/End Time 7-730pm		th <u>Ad-ID</u> 30 PM12-106	4		<u>Rate Type</u> \$325.00 NM
45	09/02/12 Class of Tin	09/02/12 ne - Pre-emp	GMA Sun	nday 7-8am	Sun 7-8am	s	:30	1	\$275.00	NM	
	Weeks:	Start Date 08/27/12		MTWTFSS S	Spots/Week 1	<u>Rate</u> \$275.00					



Send Payment To: **WPBF** PO Box 26885 Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
939513-2	09/09/12	September 2012	08/27/12 - 09/03/12

Advertiser	Product	Estimate Number
Patrick Murphy/D/CCongre	#365 FRNDS/P MURPHY	365

www.thewpbfchannel.com

www.uicwpo	Diolidinio	411					Spots/			
Line Star	rt Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
45 09/0 Clas		09/02/12 e - Pre-emp	GMA Sunday 7-8am otible with notice	Sun 7-8am	S	:30	1	\$275.00	NM	
Spot	ts: <u>#</u> Ch	Day Air	Date Air Time Descrip	<u>tion</u>	Start/End Time		h Ad-ID			Rate Type
	1 WPB	3F Su 09/	/02/12 7:30 AM GMA S	unday 7-8am	Sun 7-8am	:3	0 РМ12-106	H		\$275.00 NM
46 09/0 Clas		09/02/12 e - Pre-emp	Sun 5-6am News	Sun 5-6am	S	:30	1	\$50.00	NM	
Wee	_	Start Date 08/27/12	End Date MTWTFSS 09/02/12S	Spots/Week 1	<u>Rate</u> \$50.00					
Spot	ts: # Ch	Day Air	Date Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	th Ad-ID			Rate Type
1 WPBF Su 09/02/12 5:14 AM Sun 5-6am News		Sun 5-6am	:3	0 PM12-106	H		\$50.00 NM			
					Total Spots		57			
				-				Gross Tota	<u>!</u>	\$31,410.00
Payment Terms 30 Days					Agenc	y Commissior	<u>1</u>	\$4,711.50		

Net Amount Due

\$26,698.50